

## Longview Profitability Analytics

### Make Intelligent Decisions that Drive Business Value

Improving profitability is one of the highest priorities for business managers. The challenge is to identify and analyze profit-making activities by specific dimensions such as customers, products, channels, segments, and business units. Accurate data helps drive continuous profit improvement initiatives by helping businesses understand where and how to improve profitability.

The results can be staggering. Companies that leverage cost analytics to focus on cost reduction can experience reductions of 3-5%, while those that focus on profitable growth and revenue initiatives can achieve 5-15% improvements. For example, a \$4 billion financial services firm added \$600 million in annual profit enhancement by focusing on profitable growth and revenue rather than cost containment.

Longview Profitability Analytics leverages your company's data to provide powerful insight into revenues, business costs, margins, and operations to help you develop profitable action plans.

### Benefits At A Glance

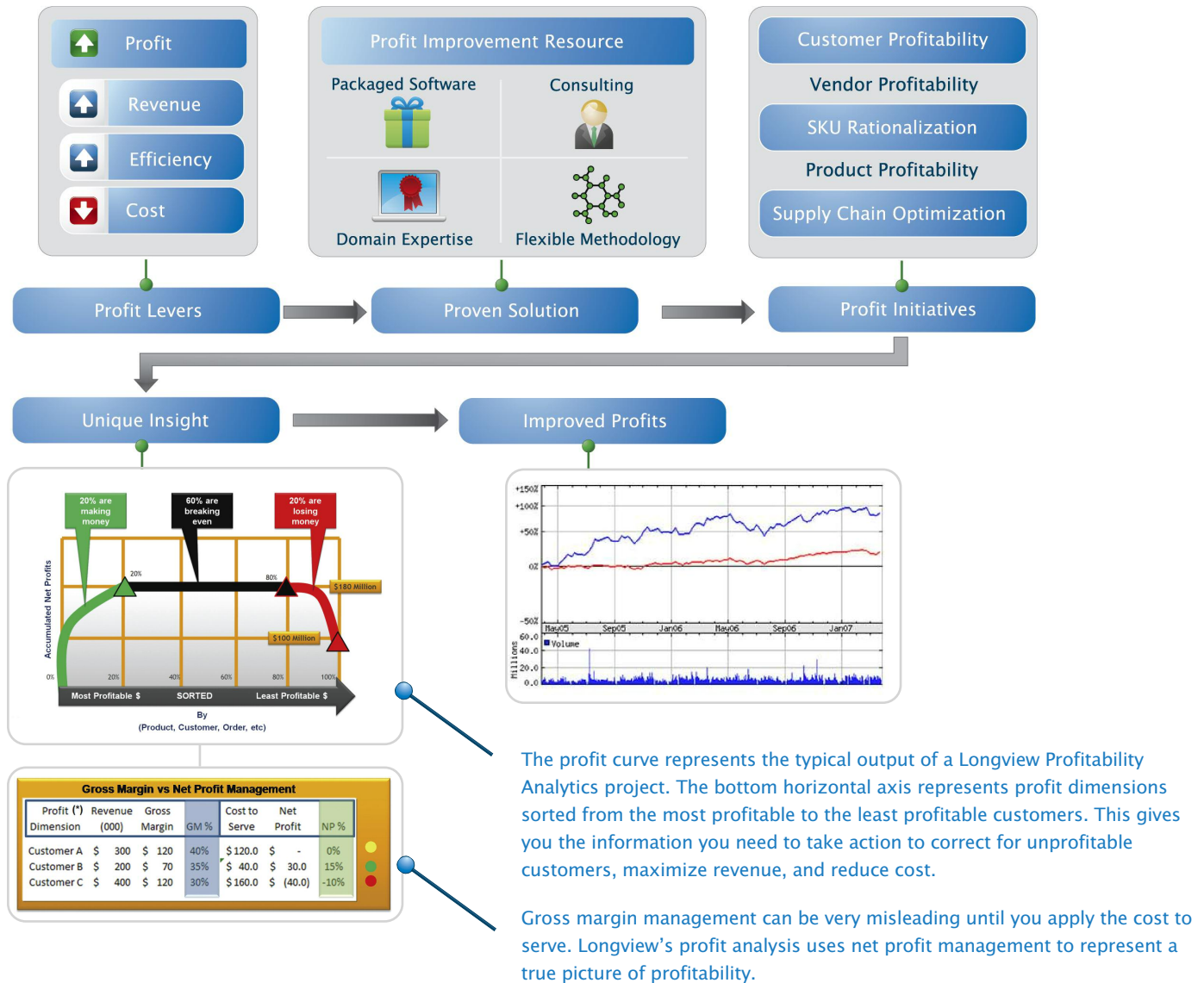
- Enterprise wide visibility into every aspect of a company's revenues, costs, net profits, and resource capacity/utilization with insight that is verifiably accurate and valid
- A multi-dimensional view of your business providing a deep understanding of the root cause behind costs and net profitability
- Scenario analysis, including actual, plan and forecast, from a cost and profitability perspective
- Powerful analytical reports to highlight cost and profitability issues
- Identification and analyses of key operational issues and drivers helps develop concrete action plans

*"Organizations need to look at the areas where they have the most pain and where they can get a quick return. Typically these are in the areas of budgeting, planning and forecasting and profitability modeling. Very few organizations have a solution that lets them really understand the drivers of profitability by product, market segment, customer, etc. and can then bring that information into their planning process. This is what the CEO and management team need in order to make intelligent decisions that drive business value."*

Nigel Rayner, Research Vice President at Gartner, Inc.

## Maximize Revenue. Minimize Costs. Improve Operating Efficiencies.

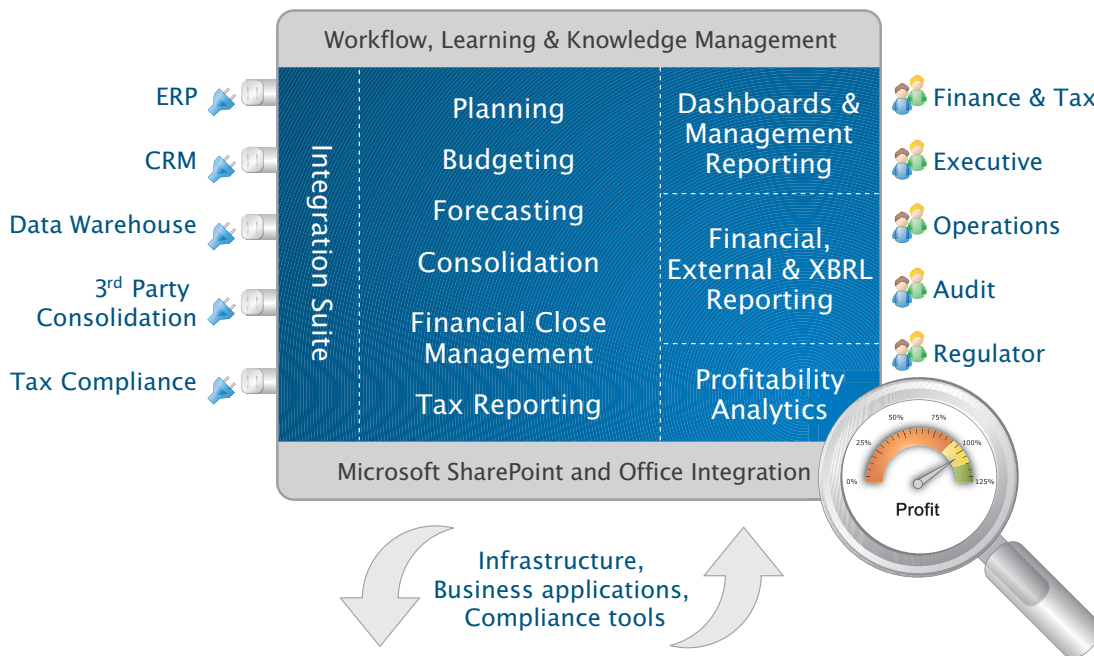
Effective profitability management offers significant performance improvements. Today however, the data is frequently isolated in individual applications, such as procurement, finance, and sales. It can be too difficult or expensive to pull the needed information into a meaningful holistic view. Cost analysis decisions may rest on high-level or aggregated data, while the real value rests in the ability to identify, highlight, and examine each cost element piece by piece. By focusing on the three core business drivers (customers, products and processes), enterprises can target initiatives that directly affect profitability.



## Operationalize your Financials to Drive Profit Improvement

Existing solutions often balance the need for deep insight against the cost and complexity of creating or sustaining a system capable of delivering detailed facts. Reporting applications heavily reliant on spreadsheets and manual systems tend to be cumbersome, slow, and prone to error. The trade-off is often an aggregation of data that destroys the ability to drill down to the level of detail needed to make root cause decisions. The use of gross margin ignores cost-to-serve and distorts true profitability.

## Longview 7 At-A-Glance



### Longview Profitability Analytics

Longview Profitability Analytics solves the key issues facing organizations that seek to generate fact-based strategies for cost reduction and revenue improvement. Designed to deliver enterprise-wide, validated insight, Longview Profitability Analytics is flexible and easy to maintain. It enables you to perform enterprise-wide measurement of every aspect of revenues, costs, net profit, and resource capacity and utilization across an unlimited number of areas including:

- Customers, accounts, channels, and segments
- Transactions, orders, and line items
- Products, items, SKUs, categories, and subcategories
- Vendors or suppliers
- Locations, branches, stores, and business units
- Business process and resources
- Capital expenditures
- Human resources

Longview Profitability Analytics is offers unmatched visibility and insight and delivers actionable information at the level of detail needed to understand root causes, drive better decisions, and enhance total profitability.

### Proven Solution for Profitability Improvement

The Longview approach combines three key components of profitability improvement – software, services and methodology. Depending on your goals and position along the profitability improvement continuum, Longview will design and implement a customized solution for your company's needs.

At the heart of Longview Profitability Analytics is the powerful process modeling and calculation functionality of Acorn Performance Analyzer™. This packaged software solution leverages your IT infrastructure to draw data directly from your existing operational and financial systems and current transaction reports. From this data, Longview creates new intelligence to provide fresh insight into revenues, costs, net profits, and capacity utilization of any dimension of a business.

Through our partnership with Acorn, Longview offers business initiative and industry-specific software solutions. Longview incorporates predesigned templates and industry best practices to enable managers to analyze by multiple dimensions and quickly discover why particular activities are making, or losing money.

## About Longview Solutions

Longview Solutions provides corporate performance management (CPM) and tax reporting software that leading companies such as Trustmark, Time Warner, Home Depot, Eaton, Welch's, and Integrys use to drive performance with speed, visibility and financial integrity. Since 1994, many of the world's most respected companies have been using Longview to create a single repository of financial truth from which all, or any one of the following key financial processes can be performed: Financial Planning, Budgeting, Forecasting, Modeling, Disclosure Management/XBRL Reporting, Statutory Consolidation, Management Reporting, Profitability Analytics, Tax Provisioning, Uncertain Tax Positions and Tax Data Warehouse. Longview is an Exact company headquartered in Toronto, Canada with additional offices in Philadelphia, Chicago (USA) and London (UK).

For more information visit [www.longview.com](http://www.longview.com).

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